



**301 PINE AVENUE**  
LONG BEACH, CA 90802

**5,066 SQUARE FEET**  
STREET FRONT RETAIL

# 301 PINE AVENUE

## STREET FRONT RETAIL

301 PINE AVENUE, LONG BEACH, CA 90802

**RENTABLE SF:** 5,066 SF

**LEASE RATE:** \$2.50 PSF - NNN (\$0.61/SF)

- FEATURES**
- High Traffic Corridor
  - Heavy Foot Traffic
  - Great Signage Opportunities
  - On-Site Parking Available
  - Located in the heart of Downtown Long Beach
  - Previous use was a Gym
  - Open Floorplan with High Ceilings

Downtown Long Beach is one of Southern California's most unique waterfront urban destinations to live, work, and play. As California's sixth-largest city, Downtown Long Beach is centrally located and a mere 20 minutes from both Los Angeles and central Orange County. Additionally, visitors can easily access Downtown via public transit (Metro Blue Line) and explore its many shops, restaurants, and attractions by bike or on foot. Downtown Long Beach offers all the amenities of a major urban center within a clean, safe community and is enhanced by the temperate climate and breathtaking ocean views.



**FOR MORE INFORMATION CONTACT:**

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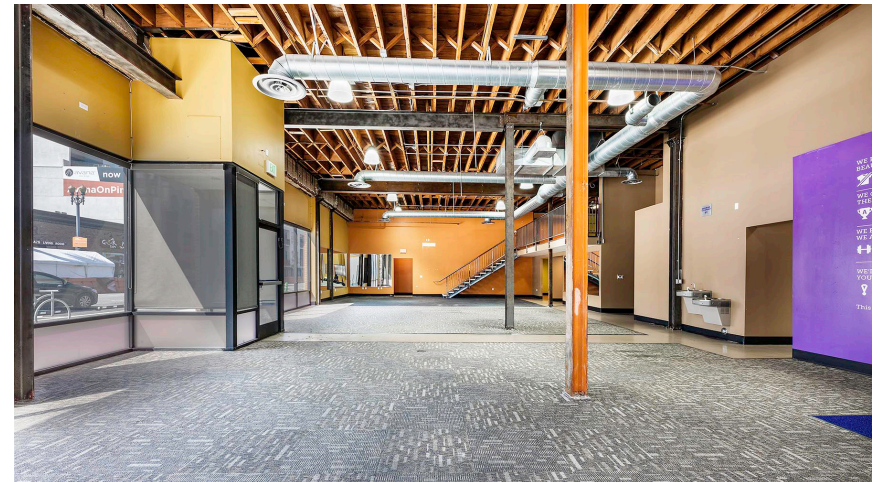
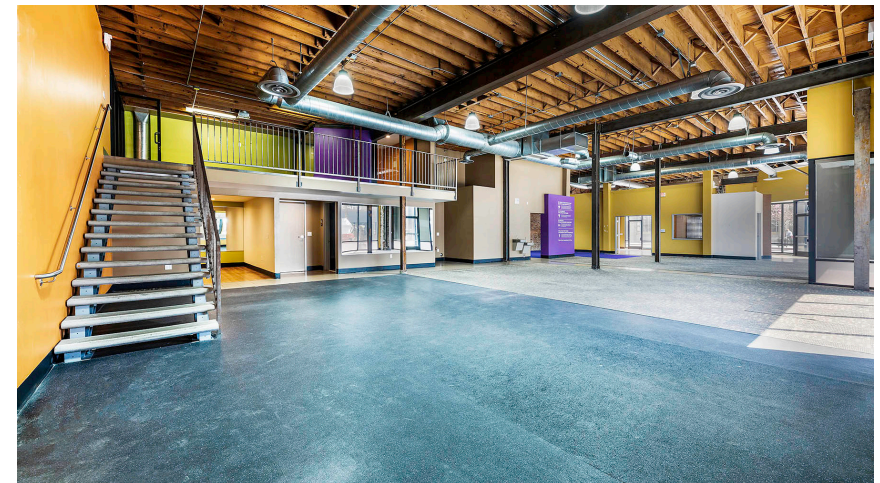
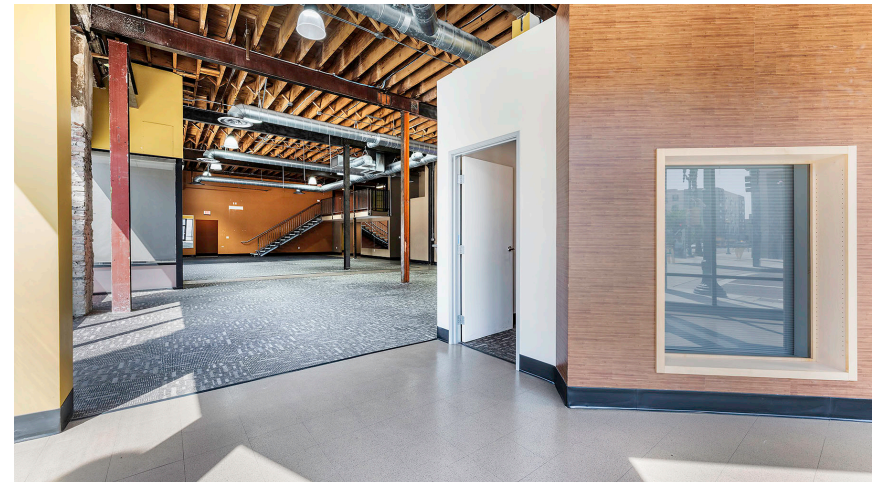
## NEIGHBORHOOD DESCRIPTION

301 Pine Avenue is a commercially zoned retail property that was previously occupied by Anytime Fitness. This property is in the heart of Downtown Long Beach located on the high traffic corridor of Pine Avenue and 3rd Street with approximately 5,066 SF of improvements on approximately 4,998 SF of land. The space has an open floor plan with high ceilings, perfect for another fitness use. There are two private offices located on the 2nd Floor mezzanine and one private office located on the ground floor along with three ADA restrooms and one shower. There is a parking lot located directly behind the building that allows for 14 designated parking stalls. The immediate area surrounding the property is retail, office, residential, and service type businesses.

As a Pacific Rim city, Long Beach has many influences economically and culturally. Downtown continues to be the hub of tourism, business, and transit for the entire city. It is also home to a growing population of residents who want, within a livable urban core, convenient amenities, and services. Today, there are many facets that contribute to Downtown's unique sense of place: It has a social heart (Pine Avenue and the waterfront), a civic core (Civic Center, City Hall, the newly constructed Governor George Deukmejian Courthouse), and major attractions (Long Beach Convention Center, The Aquarium of the Pacific and major hotels, restaurants, and beaches). Current market conditions are continuing to improve and new developments in Long Beach that have begun attracting new business, creative users, and visitors.

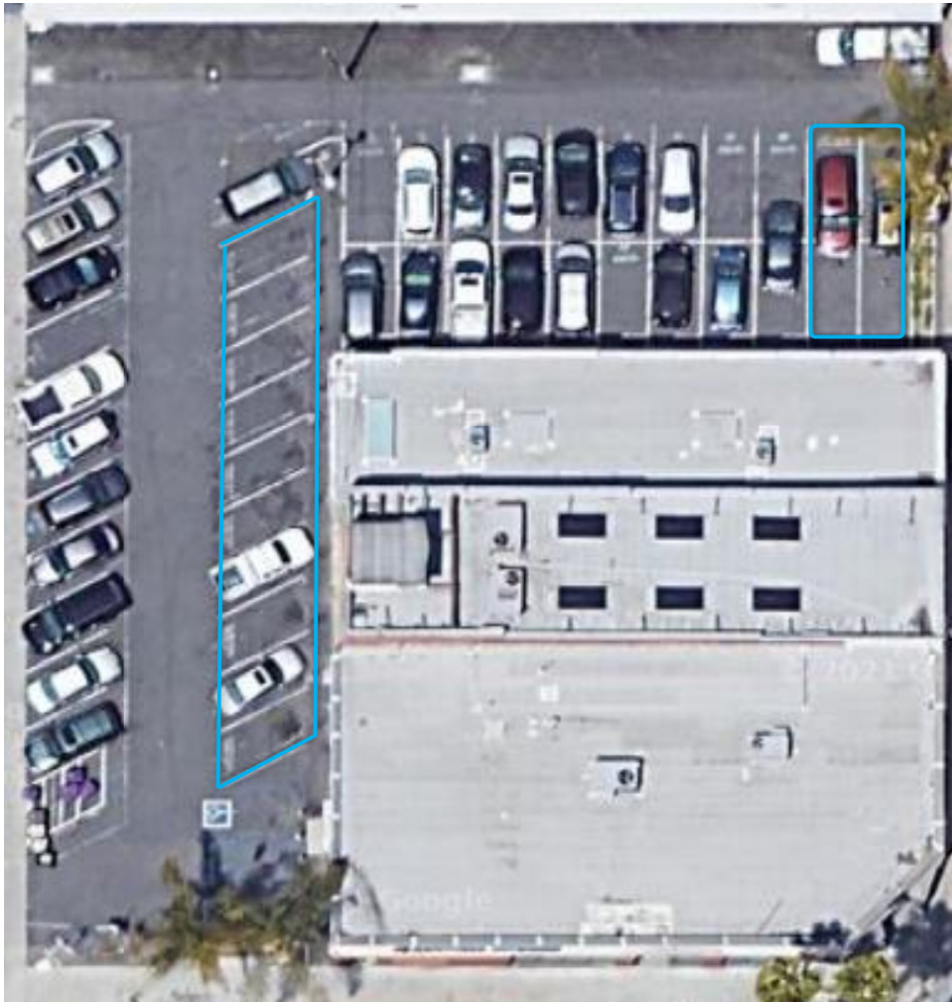
# ZONING

The property is zoned LBPD30 which is within the boundary of the Downtown Plan Area. The roots of this document were formed in a highly social “visioning process” that began in 2006 with the volunteer efforts of a Visioning Committee and input received through public workshops. This initial process resulted in a message that combined words and imagery to convey what the future might of downtown Long Beach would look like. This visioning provided a necessary foundation for the Downtown Plan and, as a reference to that important foundational work. Going forward, the document will exist as the formal policy document to be used by City Staff daily to (1) keep true to the community’s vision, and (2) provide specific standards and guidelines to reference when working with developers. Allowable uses in the plan would include mixed-use requirements by right as well as retail uses such as restaurants, outdoor dining, business support services, and basic professional and personal services.





## DESIGNATED PARKING SPACES (IN BLUE)



## 301 PINE AVE. STREET FRONT RETAIL

# DEMOGRAPHICS

A community's demographic provide us valuable information for spotting not only who our neighbors are, but also the reality of their lifestyles and needs. The demographics of DTLB enable investors to recognize trends and common backgrounds which they can refer to as they plan future developments with a confidence in who they're providing for. DTLB has experienced dramatic growth in the Downtown core over recent years, and the table below highlights the demographic trends of the population within Downtown and Downtown core.

	DOWNTOWN	DOWNTOWN CORE
<b>POPULATION</b>	33,129	10,164
<b>AVERAGE HOUSEHOLD INCOME</b>	\$59,299	\$80,225
<b>MEDIAN AGE</b>	35	40
<b>HOUSEHOLD BY INCOME</b>	\$35k - \$49,999	13%
	\$50k - \$74,999	16%
	\$75k - \$99,999	11%
	\$100k - \$149,999	17%
	\$150k or more	8%
<b>POPULATION BY AGE</b>	Under 19	23%
	20-24	7%
	25-34	22%
	35-44	15%
	45-54	15%
	55-64	10%
	65+	8%

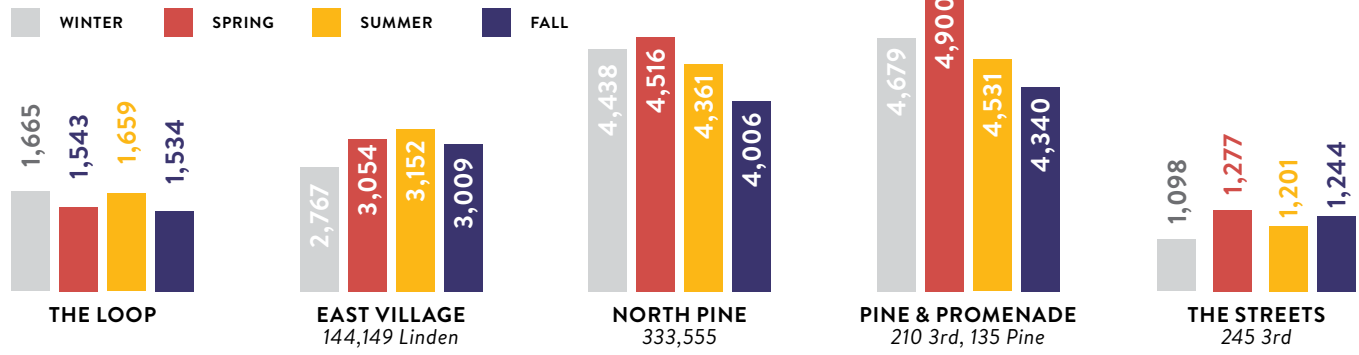
Source: 2017 American Community Survey



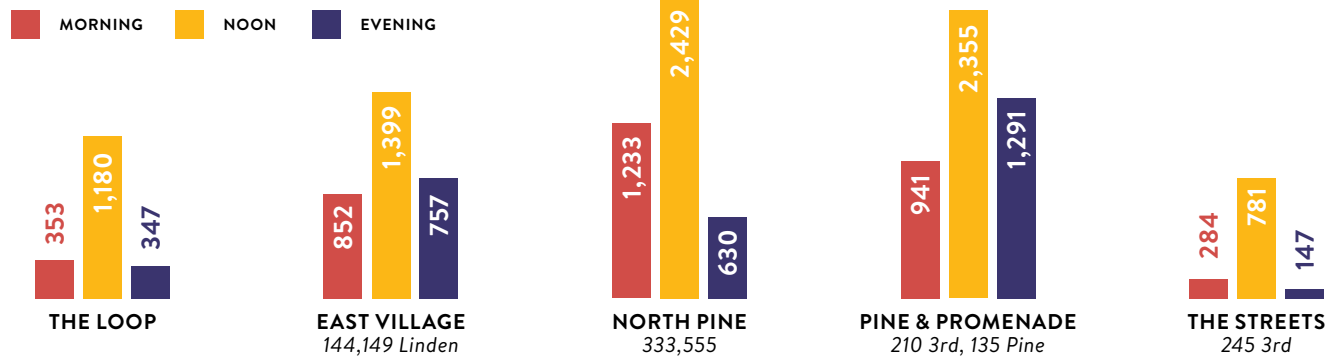
## 301 PINE AVE. STREET FRONT RETAIL



### PEDESTRIAN FOOT TRAFFIC BY SEASON BY NEIGHBORHOOD



### PEDESTRIAN FOOT TRAFFIC BY TIME OF DAY BY NEIGHBORHOOD



Source: Downtown Long Beach, "2019 Economic Profile"

# EVENTS

Downtown Long Beach has flourished as a major entertainment hub in the city, attracting major events, from the Long Beach Grand Prix to Long Beach Pride

MAJOR ANNUAL EVENTS	ESTIMATED ATTENDANCE
AMGEN Tour of California	225,000
Long Beach Grand Prix	185,000
Long Beach Pride Festival	80,000
JetBlue Long Beach Marathon	65,000
The DEW Tour	25,000
Agenda Festival	25,000
Formula Drift	23,000
Scottish Festival	15,000
Long Beach Blues Festival	10,000
POW!WOW! Long Beach	8,000
Long Beach Jazz Festival	8,000
Long Beach Bike Fest & Beach Street Events	5,000
Congressional Cup Yacht Race	3,000
Tour of Long Beach Bicycle Events	3,000
World Championship of Performing Arts	2,000
All Other Annual Events and Festivals	1,600,000
<b>Total</b>	<b>7,898,167</b>

Source: Long Beach Convention & Visitors Bureau, 2017 and DLBA Internal Database



# SPENDING BEHAVIOR & CONSUMER DESIRES

## REPORTED MONTHLY SPENDING BEHAVIOR

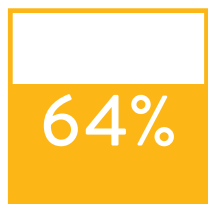
BUSINESS TYPE	RESIDENT	WORKER	VISITOR	TOTAL
Retail	\$100	\$118	\$56	<b>\$274</b>
Service	\$73	\$25	\$1	<b>\$99</b>
Restaurant	\$292	\$189	\$13	<b>\$495</b>
Entertainment	\$53	\$110	\$82	<b>\$245</b>
<b>TOTAL</b>	<b>\$518</b>	<b>\$442</b>	<b>\$152</b>	

Source: 2016 Annual Downtown Resident & Pedestrian Intercept Survey

## AVERAGE SPENDING INSIDE AND OUTSIDE OF DTLB

### MIDDLE INCOME EARNER

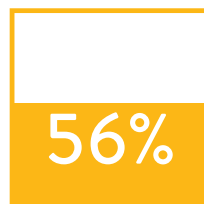
$$\begin{aligned}
 & \$323 \text{ AVG SPENT INSIDE DTLB} \\
 + & \$183 \text{ AVG SPENT OUTSIDE DTLB} \\
 \hline
 & \mathbf{\$505} \text{ AVG MONTHLY RETAIL SPENT}
 \end{aligned}$$



OF AVG MONTHLY  
RETAIL IS SPENT  
INSIDE DTLB

### HIGH INCOME EARNER

$$\begin{aligned}
 & \$366 \text{ AVG SPENT INSIDE DTLB} \\
 + & \$287 \text{ AVG SPENT OUTSIDE DTLB} \\
 \hline
 & \mathbf{\$653} \text{ AVG MONTHLY RETAIL SPENT}
 \end{aligned}$$



OF AVG MONTHLY  
RETAIL IS SPENT  
INSIDE DTLB



Source: 2016 Annual Downtown Resident & Pedestrian Intercept Survey

# DEVELOPMENT ACTIVITY

## The Downtown Plan

Since 2012, the Downtown Plan has served as a comprehensive document that collects major projects in one place to showcase current progress and encourage further development of residences, office and retail spaces, restaurants, hotels, and jobs. The Downtown Plan Year-in-Review for 2019 was released in early 2019 and featured the most significant projects both completed and currently under construction. By incentivizing investors and developers, the Plan helps foster a more connected, more cultured, and more diverse DTLB.



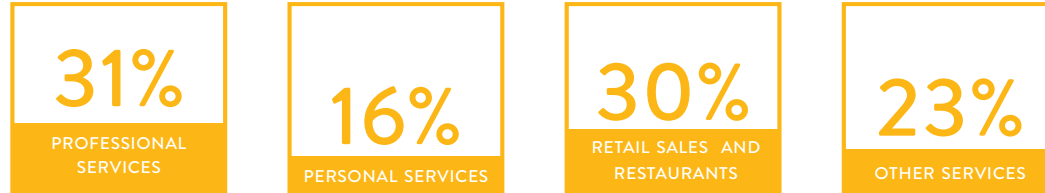
# 247

NET NEW BUSINESSES  
OPENED DOWNTOWN  
IN 2018

We continue to see great results:

- Seven recently completed projects bringing 476 new residential units, with another 1,787 units under construction or approved .
- 1,276 more residential units pending approval.
- 578,927 square feet of soon-to-be office space has been approved or begun construction .
- Of the scheduled 22 mixed-use development projects under construction or in the pipeline, approximately 138,000 square feet of additional retail space will be added; this includes 52,852 square feet under construction or approved.
- A total of six hotel projects are either planned or already underway with 34 rooms currently under construction.

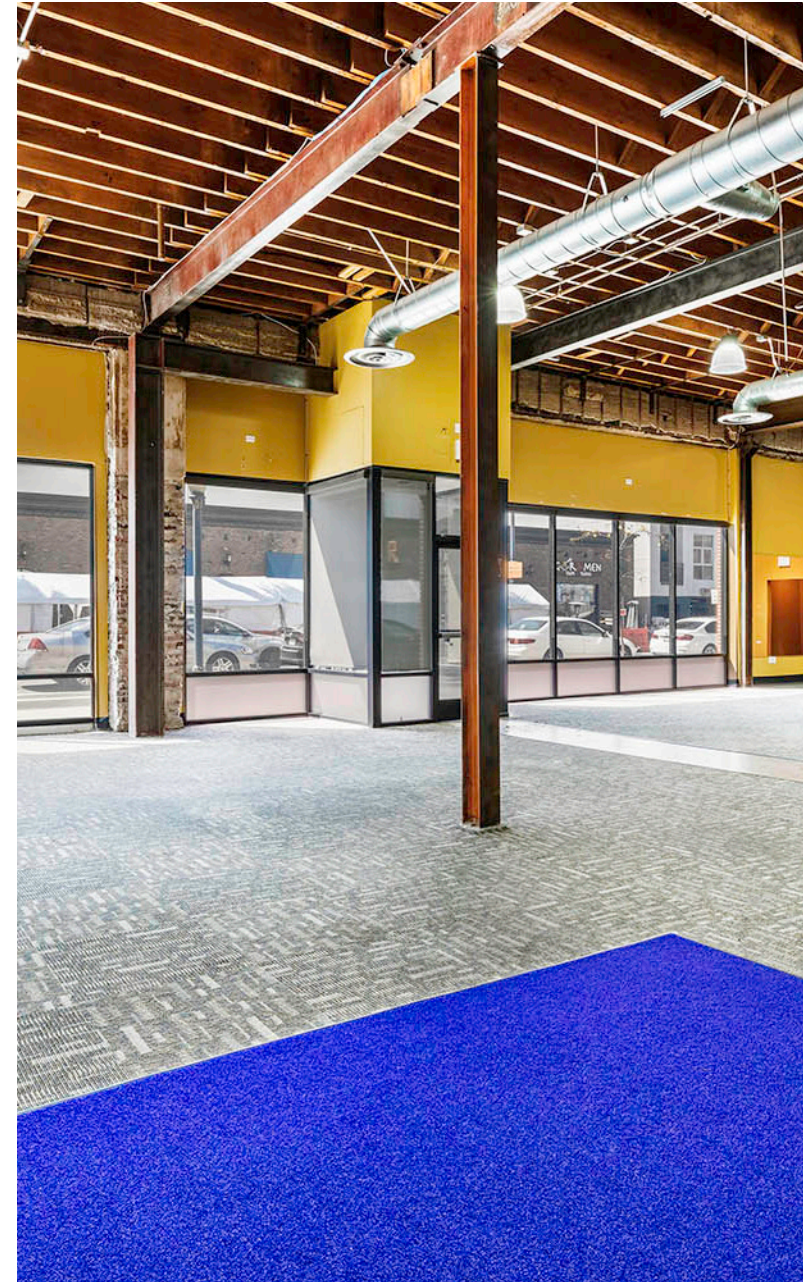
## INDUSTRY CLUSTERS BY PERCENTAGE



## DEVELOPMENT PROGRESS UNDER DOWNTOWN PLAN

	RESIDENTIAL (UNITS)	OFFICE (SQ FT)	RETAIL / COMMERCIAL (SQ FT)	HOTEL (ROOMS)
Expected Growth 2012-2035	5,000	1,500,000	480,000	800
Under Construction / Approved	1,787	578,927	52,852	34
Pending	1,276	0	31,680	0
Percent Under Construction	61%	39%	18%	4%

Source: City of Long Beach, "Downtown Plan Update 2018"



# BUSINESS ENVIRONMENT

Downtown Long Beach stays committed to providing a robust, business-friendly environment. Home to over 1,600 businesses—247 of which were opened in 2018 and 200 were net new—it remains a great place to build a base of returning community members who are eager to support what you're adding to the city.

Even as our Downtown grows and renovates on a large scale, there is still a healthy mix of small businesses generating revenue through service or retail offerings and large employers like Molina Healthcare and the City of Long Beach. The return of the Port of Long Beach offices will bring in an additional 400 employees to the Downtown Core.



## 1,647 BUSINESSES IN DTLB

### DLBA Economic Development Initiatives

A crucial part of a thriving economic ecosystem is showing support for the entrepreneurs and small businesses that provide essential local flavor to our Downtown. Our grant programs mainly focus on providing assistance in the form of seed funding to populations that traditionally have less access to capital through traditional lending institutions. Since starting its grant programs in 2017 DLBA has awarded \$60,000 to 17 small businesses, of which 69% were women-owned and 77% have been people of color.

### Woman-Owned Business Accelerator

The Woman-Owned Business Accelerator Program (WOBA) provides grant funds and assistance in hopes to help retain and grow existing women-owned businesses while providing working models for new small businesses. All grants distributed under WOBA have gone to women entrepreneurs and 50% have been women of color.

### Entrepreneurship Education Workshop

DLBA launched its Entrepreneurship Education Series in 2017 in partnership with Long Beach State University with the purpose of giving local entrepreneurs access to the tools and skills necessary for starting and operating a successful business. So far, 141 entrepreneurs have taken the six-week training program to increase their knowledge and preparedness along with a group of motivated peers.

### 1 Million Cups

In 2018 DLBA brought the Kauffman Foundation's nationally recognized entrepreneurship networking program to the City of Long Beach. Based on the notion that entrepreneurs discover solutions and engage with their communities over a million cups of coffee, more than 30 entrepreneurs big and small have pitched in front of the 1 Million Cups Long Beach audience.



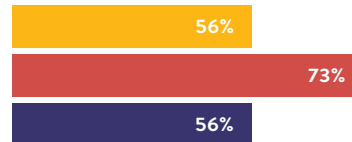
15%

INCREASE IN NUMBER OF BUSINESSES FROM PREVIOUS YEAR

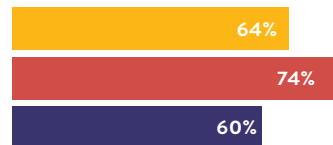
### BUSINESS CONFIDENCE IN THE US & CA ECONOMY



CONFIDENCE THAT US ECONOMY WILL GROW THIS COMING YEAR



CONFIDENCE THAT CALIFORNIA ECONOMY WILL GROW THIS COMING YEAR



Source: ISA 2019 Survey of Downtown Businesses





# R E C E N T   D E V E L O P M E N T S

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## THE QUEEN MARY

Berthed in Long Beach since 1967, the oceanliner is due for an extensive overhaul overseen by the ship's new operator, Urban Commons. The developer also plans to construct an enormous \$250 million entertainment complex next to the ship—complete with ice climbing and rooftop surfing pavilions.

## BROADWAY BLOCK

This major mixed-use complex is planned around the beloved but shuttered Acres of Books on Long Beach Boulevard (the Moderne-style building will be preserved and integrated into the project). It's set to include a 21-story residential tower and a separate seven-story structure. The buildings will offer 375 apartments, including 141 affordable units for CSULB graduate students, along with 11,459 square-feet of commercial space, 3,200 square feet of space for the University, and 5,773 square feet of creative offices.

## LONG BEACH CIVIC CENTER

Completed in 2019, a new 11-story, 247,000 square foot City Hall; 250-seat Council Chamber; 11-story, 238,000 square foot Port administration building; and two-story, 93,700 square foot Main Library building. The project also features a 73,000 square foot Civic Plaza with a subterranean parking structure and a redeveloped Lincoln Park.

## THE BEACON

Completed in 2019, the two-building development includes 160 units of supportive housing for veterans and seniors.

# RECENT DEVELOPMENTS

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CONT.



## AMLI PARK BROADWAY

This project replaced a government office building with 222 residential units and 8,500 square feet of retail space, including an art gallery and a “bike kitchen.”



## OCEANAIRE

Completed in 2018, this 216-unit residential development is next to Long Beach’s historic Ocean Center Building, built in 1929. Rents at Oceanaire average around \$3,000 per month.



## AQUARIUM OF THE PACIFIC

Big changes were made to Long Beach’s huge Aquarium of the Pacific. Completed in 2019, an expansion gave the aquarium an additional 29,000 square feet of space for visitors to explore, including a new area for exhibits, an art gallery, a theater, and a new ticketing area.



## SHORELINE GATEWAY

This 35-story residential tower - the tallest tower in Long Beach - will be completed in 2021. The 315 ‘ultra luxury’ unit building is next to a 17-story complex called The Current. Planned by the same developers, the two buildings will be connected by a 10,000-square-foot plaza.

# LOCAL RETAIL & RECENT DEVELOPMENTS



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# 301 PINE AVE.

## NEW GROUND FLOOR RETAIL